PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Ed Gruca DATE: August 11, 1988

FROM: Marna van der Ploeg

SUBJECT: ALPINE FF KS AND 100's PACK AND CARTON MECHANICALS

Enclosed please find three paste-up boards for the above items. These are scheduled to roll out into regions 2,3, and 4 October 31st. The changes on these items are minor-- the type face for the word "Menthol" on all of these items is the only change. We are planning to use "Test Market" materials for the Salesmans samples.

incorrect
The Mechanicals for the Lights and the 6's will be sent as soon as I have received and approved them. The Light's changes are a bit more extensive. "Mountain" on KS change

Any questions, please call.

Marna

MVD9:adr
Enclosures

cc: R. Cline
L.E. Huling

2047510178

Source: https://www.industrydocuments.ucsf.edu/docs/ptbk0004